<u>What is Claimed is</u>:

        1.   A system for controlling the presentation of an advertisement to a television viewer, comprising:

        an advertising database that stores said
5 advertisement; and

        a processor that is a portion of one of a piece of television viewer equipment, a television set-top box, and a network node, and that receives from said advertising database said advertisement, that
10 receives advertisement control information associated with said advertisement, that determines whether one of a network, a channel, and a program is associated with said advertisement, and if said one of said network, said channel, and said program is associated with said
15 advertisement, whether said one of said network, said channel, and said program is viewable by said television viewer, and that prevents presentation of said advertisement when said one of said network, said channel, and said program is determined not to be
20 viewable by said television viewer.

        2.   The system defined in claim 1 further comprising a program guide database that stores program guide information, wherein said processor receives from said program guide database said program guide
5 information and uses said program guide information in determining whether said one of said network, said channel, and said program is viewable by said television viewer.

3. The system defined in claim 1 further comprising a channel map database that stores channel map information, wherein said processor receives from said channel map database said channel map information

5 and uses said channel map information in determining whether said one of said network, said channel, and said program is viewable by said television viewer.

4. The system defined in claim 1 further comprising a substitute advertisement that is received from said advertising database, wherein said processor selects said substitute advertisement to be presented

5 to said television viewer when said one of said network, said channel, and said program is determined not to be viewable by said television viewer.

5. The system defined in claim 1 wherein said processor determines that said one of said network, said channel, and said program is determined not to be viewable by said television viewer if said

5 one of said network, said channel, and said program is unavailable to said television viewer.

6. The system defined in claim 1 wherein said processor determines that said one of said network, said channel, and said program is determined not to be viewable by said television viewer if said

5 one of said network, said channel, and said program is undesired by said television viewer.

7. The system defined in claim 1 wherein said processor determines that said one of said

network, said channel, and said program is not viewable
by said television viewer when said one of said
5   network, said channel, and said program should have
corresponding program guide information and does not
have said corresponding program guide information.

8.   The system defined in claim 1 wherein
said advertising database is part of a television
distribution facility.

9.   The system defined in claim 1 wherein
said advertising database is part of a main facility.

10.   A method for controlling the
presentation of an advertisement to a television
viewer, comprising:
storing said advertisement in an
5   advertising database; and
in a processor that is a portion of one
of a piece of television viewer equipment, a television
set-top box, and a network node, receiving said
advertisement from said advertising database, receiving
10   said advertisement control information associated with
said advertisement, determining whether one of a
network, a channel, and a program is associated with
said advertisement, and if said one of said network,
said channel, and said program is associated with said
15   advertisement, determining whether said one of said
network, said channel, and said program is viewable by
said television viewer, and preventing presentation of
said advertisement when said one of said network, said

channel, and said program is determined not to be
20 viewable by said television viewer.

11. The method defined in claim 10 further
comprising storing in a program guide database program
guide information, and, in said processor, receiving
from said program guide database said program guide
5 information and using said program guide information in
determining whether said one of said network, said
channel, and said program is viewable by said
television viewer.

12. The method defined in claim 10 further
comprising storing in a channel map database channel
map information, and, in said processor, receiving from
said channel map database said channel map information
5 and using said channel map information in determining
whether said one of said network, said channel, and
said program is viewable by said television viewer.

13. The method defined in claim 10 further
comprising selecting, in said processor, a substitute
advertisement to be presented to said television viewer
when said one of said network, said channel, and said
5 program is determined not to be viewable by said
television viewer.

14. The method defined in claim 10 wherein
said processor determines that said one of said
network, said channel, and said program is determined
not to be viewable by said television viewer if said

5   one of said network, said channel, and said program is
unavailable to said television viewer.

        15.   The method defined in claim 10 wherein
said processor determines that said one of said
network, said channel, and said program is determined
not to be viewable by said television viewer if said

5   one of said network, said channel, and said program is
undesired by said television viewer.

        16.   The method defined in claim 10 wherein
said processor determines that said one of said
network, said channel, and said program is not viewable
by said television viewer when said one of said

5   network, said channel, and said program should have
corresponding program guide information and does not
have said corresponding program guide information.

        17.   The method defined in claim 10 further
comprising implementing said advertising database as a
part of a television distribution facility.

        18.   The method defined in claim 10 further
comprising implementing said advertising database as a
part of a main data storage and control facility.

        19.   A system for presenting to a television
viewer an advertisement that is associated with a
television network having a network identifier, said
system comprising:

5   an advertising database that stores said
advertisement; and

a processor that receives from said
advertising database said advertisement, that receives
advertisement control information that is associated
10   with said advertisement and that contains said network
identifier, that uses said network identifier to
determine whether any affiliate of said network is
viewable by said television viewer, and that prevents
presentation of said advertisement when no said
15   affiliate is determined as being viewable by said
television viewer.

20.   The system of claim 19 wherein said
processor further implements a program guide
application that prevents presentation of said
advertisement when no said affiliate is determined as
5   being viewable by said television viewer.

21.   A method for presenting to a television
viewer an advertisement that is associated with a
television network having a network identifier, said
method comprising:
5   storing in an advertising database said
advertisement; and
                  in a processor, receiving from said
advertising database said advertisement, receiving
advertisement control information that is associated
10   with said advertisement and that contains said network
identifier, using said network identifier to determine
whether any affiliate of said network is viewable by
said television viewer, and preventing presentation of
said advertisement when no said affiliate is determined
15   as being viewable by said television viewer.

22.   The method of claim 21 further
comprising implementing in said processor a program
guide application that prevents presentation of said
advertisement when no said affiliate is determined as
being viewable by said television viewer.